

WOMEN IN EUROPE – New Yields of Employment in rural areas (WE-RUN)

GUIDELINES AND TEMPLATES FOR ELABORATION OF LOCAL STUDIES ON RURAL WOMEN AND NYE EMERGING SECTORS

INTELLECTUAL OUTPUT O1

INDEX	
1.	State of the art: template
2.	Statistical data related to territory and especially with female issues: template
3.	LOCAL WORK GROUP
	3.1. Stakeholders and regional actors
	3.2. Common process and script
	3.3. Common template to systematize meeting's conclusions
4.	SWOT Analysis: template

1. State of the art: template

The state of the art is the highest level of development on a specific field achieved at a particular time.

The state of the art is the first stage to be faced when starting a research process; it consists of exploring the target subject, in order to determine how the topic has been dealt with, which the situation with regard to the topic is at the moment of writing the study and which the tendencies foreseen are.

The drafting of the state of the art for the research on any topic consists of two phases:

- *Heuristic phase*, consisting of the searching and collection of sources of information of different nature: reports, yearbooks, laws, articles, dissertations, applied researches, official documents, private documents on different initiatives, news, audiovisuals and others.
- *Hermeneutic phase*, consisting of reading, analyzing and classifying information collected according to its importance for the research to be carried out.

The opening chapter of each of the 7 local studies to be accomplished in WE RUN will be a description of the state of the art in the field of rural women and new yields of employment in each territory involved. For doing it each partner will select different information sources on the topic, will study the contents and will summarise main conclusions showing a “picture” of the situation in each partner rural territory.

Guidelines to produce similar state of the art documents on the part of the different studies are contained in the next pages (structure and length).

SUMMARY OF CONTENTS

1.1.	Most relevant conclusions of information sources analyzed	
1.2.	Sources of information	

1.1. Most Relevant Conclusions of information sources analyzed

1.1.1. Summary out of Statistics and Data:

In Tyrol only 12 % of the whole area of the country is suitable for permanent settlement. The female population reaches 52% of all inhabitants, more women than men leave peripheral and mainly rural areas with low job chances. 17,5% of the population live in the capital city Innsbruck, 17,7% of the female population.

In 2014 14,5 % of the women in Tyrol were under 15 years old (children), 68,1 % between 15 and 64 years (labour force) and 17,4 % more than 64 years old (seniors). In long term monitoring the population is going to be older. Until the year 2009 there were always more children than seniors. This changed in 2010 and there are now more seniors than children. The mountainous area obviously seduces the people in Tyrol to do a lot of sports, what results in having the lowest rate of overweight population and a basically satisfying health status. Vocational training is the most frequently chosen education in Tyrol. The Austrian System of the so-called “Duale Ausbildung” is famous and combines practical training in enterprises with theoretical education at specific schools (Berufsschule). Innsbruck is a University town and the increasing high number of students and employees at the University is an important economical factor. Access to further education is therefore easier. In the educational sector a high number of facilities are available: 209 day nurseries, 461 Kindergardens and 80 after-school care clubs. 108 secondary schools for children aged 10 to 14, 29 schools for handicapped children, 25 secondary schools for children aged 10 to 18, with Matura graduation and 11 economy schools for youth aged 14 to 17 respectively 19. 3 Universities (one of them private) and 3 universities for applied sciences.

For Tyrol the problem of mobility is high, two third of the persons with a university entrance degree and more than half of graduates from compulsory and vocational education and university are not working in the community, where they are living. (2011)

Another problem, which is especially hindering the employment of women is child care, which is not available during the whole day and not in all regions in Tyrol. Therefore 45,5% of the women are working part time. The general labour participation of women in Tyrol was 69,5 % in 2012.

The economic crisis from 2008 to 2010 also affected the Tyrolean economy. Investments only raised around 6%. Mainly in the service sector a remarkable increase by more than 23% could be reached from 2007 to 2013. Social and health provision is on a high level, also other provisions like gasoline stations, mailing services, police stations, but the trend goes to centralisation.

1.1.2. Results of the expert group:

Situation and problems:

The level of diversity of rural women is high, they differ in education, professional qualification and occupation, family situation, age, ethnic background, sexual orientation etc.

All the work done by women in the region shows the high importance of them, but chances for advancement are less. The boundary conditions in rural areas are problematic: the infrastructure, public transport, care facilities for children, elderly and those in need of care are missing, job offers especially for high qualified women are not available, the comparability of job and family leads to time constraints and remains the problem of women and less of men.

Access to education for rural women is not easy, they often have to shuttle, especially for higher education and the higher educated ones mainly stay in the capital city after graduation. The well-educated women are excellent and specialized, the others are not or very low qualified, the mean is missing. The result is that the best are leaving the rural area.

After the maternity leave women start often their own enterprise, sometimes after 10 to 15 years at home. They do not have chances at the labour market any more. 50% of the self employed women went this way because they had no other option, mainly the less qualified ones.

Self employment is common in the field of outsourced accounting, interpreter or sales representative for products like cosmetics, coffee machines, lingerie, nutrition, diet, food settlement or classically tupper ware (also with franchise contracts) or cleaning. Around 3 quarters of them work in the black labour market. Frequent professions for female self employment are tailor, candlemaker, redesigned or second hand children's dresses, mobile nail design or hairdressing. These enterprises are mostly one-person enterprises.

The labour market service offers counselling hours for business founders, but they have to come with an elaborated idea and concept and this would be too complicated for women, who only finished compulsory school.

A big problem for female job seekers and also self employed ones is if they wear a head scarfs or are not used to make handshakes with men. This leads to misunderstanding and raises prejudices.

Demands:

Women have to learn to care about their own wishes, skills and talents, to get out of traditional roles and withstand attributions, to enhance their self-confidence and agency. Networking may have positive effects and bring them further.

The orientation at role models, who developed and conducted a new living concept, can be essential for women.

Knowledge in financial affairs, doing their own accounting, insurance and marketing or credits is missing. They should enhance their performance and time management.

Solutions:

Jobs in technical fields for women is a great concern of all experts working with unemployed women and also girls at school get information in these fields during open days. But most girls choose voluntary education in professions like trade, hairdresser or clerical work. Girls and unemployed women show interest in technical professions, but the implementation is difficult concerning the conditions in this branch.

E-learning could be an option for rural areas, the hardware is available mostly, but for the elder generation you need very simple systems and surfaces. The motivation is higher in face to face courses and women prefer learning in groups, maybe blended learning is a possible solution. To have a concrete contact person is very helpful.



1.2. Sources of Information

Title/ Reference	Type of information source
<p>DEMOGRAPHISCHE DATEN TIROL 2014</p> <p>Herausgeber: Amt der Tiroler Landesregierung Sachgebiet Landesstatistik und tiris Bearbeitung: Dr. Christian Dobler Redaktion: Mag. Manfred Kaiser Adresse: Landhaus 2 Heiligegeiststraße 7-9 6020 Innsbruck Telefon: +43 512 508 / 3603 Telefax: +43 512 508 / 743605 e-mail: landesstatistik.tiris@tirol.gv.at http://www.tirol.gv.at/statistik</p> <p>https://www.tirol.gv.at/fileadmin/themen/statistik-budget/statistik/downloads/BEV2014.pdf</p>	<p>statistics</p>
<p>Frauen in Tirol 2008, Zahlen, Daten, Fakten</p> <p>Medieninhaber und Herausgeber Amt der Tiroler Landesregierung, Abt. Juff – Frauenreferat und Landesstatistik, Innsbruck Redaktion Elisabeth Stögerer-Schwarz, Manfred Kaiser Mitarbeit Antonia Erhart, Petra Kofler, Christine Schwabinger Gestaltung Circus. Büro für Kommunikation und Gestaltung, Innsbruck Druck Druckerei Pircher, Ötztal-Bahnhof Auflage 2000 Stück Innsbruck, August 2008</p> <p>https://www.tirol.gv.at/fileadmin/themen/statistik-budget/statistik/downloads/FraueninTirol_folder_2008.pdf</p>	
<p>Census 2011 Tirol Ergebnisse zur Bevölkerung aus der Registerzählung, Herausgeber und Hersteller STATISTIK AUSTRIA Bundesanstalt Statistik Österreich 1110 Wien Guglgasse 13,</p> <p>file:///C:/Users/Gabriela/Downloads/census_2011_tinol_bev_oelkerung.pdf</p>	
<p>http://www.kleinezeitung.at/s/chronik/4158658/Osterr_eich_Lebenserwartung-auf-811-Jahre-gestiegen</p>	

2. Statistical data related to territory and especially with female issues: template

In this context, our efforts should be focused in the search in official statistical sources in order to fill in common data required to “make a photograph” of each territory and rural women issues.

Moreover we cannot forget the fact that we are 7 organizations representing a wide number of territories in many different countries: statistical sources obviously differ as well as the way data - in case the same were collected - are structured.

The ideal situation would be having the chance of collecting and showing exactly the same data within the very same templates but this is absolutely impossible in a scenario of 6 different countries and much more different statistical sources involved.

Consequently, the templates proposed in the following pages are approximate. This means that, as much as possible, these very same data - basic for drafting a general photograph of the topic addressed in each of the territories- should be collected and presented; but in case- very probable- data available might differ in structure or disaggregation, feel free to modify the different charts in order to be able to show data available at each of your local/regional levels.

In addition, each partner works in different territorial level (national, regional, local...) which should be clearly explained in the study.

Take the following pages as a guide to which you should adjust as much as possible but feel free for a certain extent of flexibility.

SUMMARY OF CONTENTS

2.1.	Territorial context: <i>maps and data</i>	
2.2.	Demographic structure: <i>maps and data</i>	
2.3	Quality of life: <i>data</i>	
2.4	Educational and training levels: <i>data</i>	
2.5.	Labour market: <i>data</i>	



2.1. Territorial Context: Maps and Data



POPULATION DATA (more recent data available)						
Municipality/ other territorial figure grouping villages	Current Population 2014	Female population 2014	Male population 2014	Population density (po/km ²) 2011 (for permanent settlement)	Population 10 years before 2004	Population variation (%)
Tirol 2014	728.826	370.936	357.890	56 (472)	688.954	5,8
Innsbruck	126.965	65.768	61.197	1.141 (3.535)	114.438	10,9
Innsbruck Land	172.041	87.453	84.588	84 (661)	172.041	7,9
Imst	57.654	28.977	28.677	33 (424)	54.549	5,7
Kitzbühel	62.576	32.126	30.450	53 (251)	60.418	3,6
Kufstein	104.233	52.921	51.312	104 (397)	96.788	7,7
Landeck	43.893	22.132	21.761	27 (399)	44.468	-1,3
Lienz	48.896	24.719	24.177	24 (282)	50.326	-2,8
Reutte	31.691	16.017	15.674	26 (282)	31.795	-0,3
Schwaz	80.877	40.823	40.054	43 (423)	76.691	5,5
Statistical source	<p align="center">DEMOGRAPHISCHE DATEN TIROL 2014</p> <p align="center">Herausgeber: Amt der Tiroler Landesregierung Sachgebiet Landesstatistik und tiris Bearbeitung: Dr. Christian Dobler Redaktion: Mag. Manfred Kaiser Adresse: Landhaus 2 Heiligegeiststraße 7-9 6020 Innsbruck Telefon: +43 512 508 / 3603 Telefax: +43 512 508 / 743605 e-mail: landesstatistik.tiris@tirol.gv.at http://www.tirol.gv.at/statistik</p> <p align="center">file:///C:/Users/Gabriela/Downloads/census_2011_tirol_bevoelkerung.pdf</p>					

Remarks/Relevant Comments on Maps and Data:

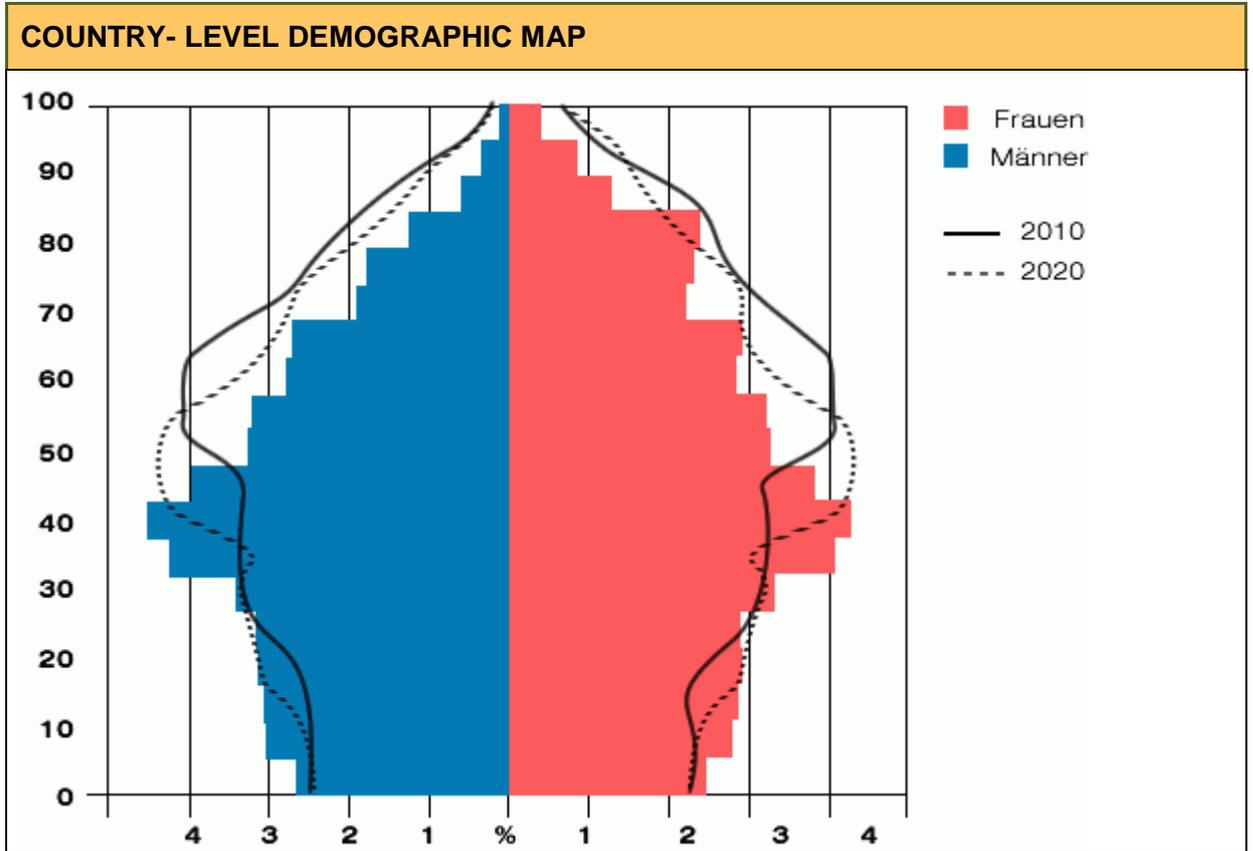
The Tyrolian Statistics compares the years 2014 and 2004, what means 10 years instead of 5. For 2010 we do have only the population figure: 630.311

In Tyrol there is a big difference between the data for settlement per km² and the data for the population density in the areas usable for permanent settlement, because only 12 % of the whole area of the country is suitable for permanent settlement. The data per km² of the area usable for permanent settlement are given in parenthesis.

The female population reaches 52% of all inhabitants, 50 % in Reutte, where a minus of 0,3 % is registered for the last 10 years, 50 % in Lienz, where the minus is the highest: 2,8 %. The conclusion is, that more women than men leave peripheral and mainly rural areas with low job chances. 17,5% of the population live in the capital city Innsbruck, 17,7% of the female population.

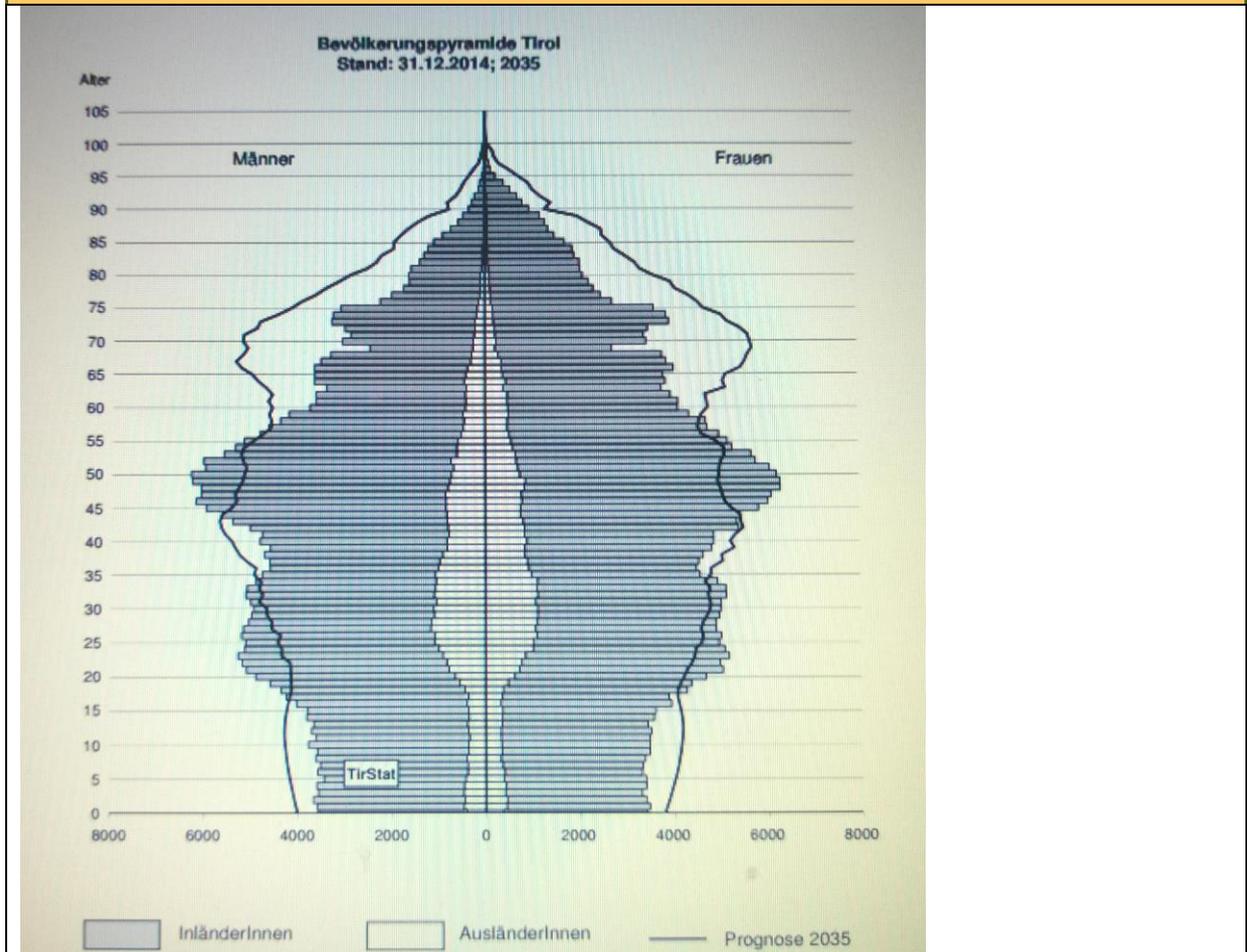


2.2. Demographic Structure: Maps and Data





COUNTRY- LEVEL DEMOGRAPHIC MAP



TARGET TERRITORY DEMOGRAPHIC MAP

<file:///C:/Users/Gabriela/Desktop/Bev%20F6lkerung%20nach%20Altersklassen%20Volksz%20E4hlung%202011,%20Land%20Tirol.html>



DEMOGRAPHIC DATA (more recent data available)						
Municipality/ other territorial figure grouping villages	Population between 0 and 15	Female population between 0 and 15	Population between 16 and 64	Female population between 16 and 64	Population from 65 onwards	Female population from 65 onwards
Tyrol	105.697	51.452 (48,7%)	496.629	248.408 (50,0%)	126.500	71.076 (56,2%)
Innsbruck	14.624		88.953		23.388	
Innsbruck-Land	26.328		116.636		29.077	
Imst	9.171		39.843		8.640	
Kitzbühel	8.504		41.827		12.245	
Kufstein	16.016		70.769		17.448	
Landeck	6.878		29.861		7.154	
Lienz	7.317		32.246		9.333	
Reutte	4.422		21.366		5.903	
Schwaz	12.437		55.128		13.312	
Statistical source ...	<p>DEMOGRAPHISCHE DATEN TIROL 2014</p> <p>Herausgeber: Amt der Tiroler Landesregierung Sachgebiet Landesstatistik und tiris Bearbeitung: Dr. Christian Dobler Redaktion: Mag. Manfred Kaiser Adresse: Landhaus 2 Heiliggeiststraße 7-9 6020 Innsbruck Telefon: +43 512 508 / 3603 Telefax: +43 512 508 / 743605 e-mail: landesstatistik.tiris@tirol.gv.at</p> <p>http://www.tirol.gv.at/statistik</p> <p>http://www.kleinezeitung.at/s/chronik/4158658/Osterreich_Lebenserwartung-auf-811-Jahre-gestiegen</p>					

Remarks/ relevant comments on maps and data:

The figures show that the older the people are, the more are women. Women have a better prognosis for a long life, the gap between women and men is decreasing: in the moment (2014) 4,6 years worldwide. The female Tyrolians are the oldest in Austria with 84,4 years (men in Tyrol 79,8 years). In Austria for women 83,6 and for men 78,5 years. 11.030 female and 5.055 male Tyrolians are now 85 years old or more. There are no figures for the rural areas available.

In 2014 14,5 % of the women in Tyrol were under 15 years old (children), 68,1 % between 15 and 64 years (labour force) and 17,4 % more than 64 years old (seniors). Compared with the previous year (2013) the part of the children decreased $-0,1$ % and the part of seniors increased $+0,3$ %. In long term monitoring the population is going to be older. The per centage of children was 27,4 % in 1964 and only 14,5 % in 2014. Opposite to this decrease the per centage of seniors increased from 9,9 % in 1964 to 17,4% in 2014. Until the year 2009 there were always more children than seniors. This changed in 2010 and there are now more seniors than children. This trend will continue. Prognosis shows that 2034 only 14,0 % of the Tyrolean population will be under 15 years old and one forth (25,6%) will be 65 years and older.

Fertility rate in Austria is 1,44 children per woman. The average age of mother when she gives birth to her first child increases to 29 years (Tyrol; Austria between 28 and 29).

2.3. Quality of life: Data

QUALITY OF LIFE INDICATORS (more recent data available)				
Municipality/ other territorial figure grouping villages	Number of hospitals or medical centers	Number of cultural buildings (cinemas, theatres...)	Number of sport facilities	Number of educational centers
Tyrol	19 (5.061 beds)	34 museums, 27 similar facilities (1.983,300 visitors 2013)	16.888 registered associations for sports in Austria 2014 with 1,853.150 members) In Tyrol more or less 10 per cent of these associations	684 schools and universities (101.386 students, 49.788 of them female)
		11 cinemas (7.694 seats, 1.238,300 visitors)		25 Schools for higher education (14.141 students, 7.746 of them female)
				540 compulsory schools (52.389 students, 24.944 of them female)



QUALITY OF LIFE INDICATORS (more recent data available)				
Municipality/ other territorial figure grouping villages	Number of hospitals or medical centers	Number of cultural buildings (cinemas, theatres...)	Number of sport facilities	Number of educational centers
				2 Universities (29.822 students, 15.693 of them female)
				1 private University (1.267 students, 762 of them female)
				3 universities for applied sciences (4.470 students, 2.190 of them female)
Statistical source				

Remarks/ relevant comments on maps and data:

Additional notes on subjects sketched in the previous tables:

Economy:

The economic crisis from 2008 to 2010 also affected the Tyrolean economy which is still noticeable: the economic performance did not increase from 2007 to 2011. Mainly in the service sector a remarkable increase by more than 23% could be reached from 2007 to 2013. Investments only raised around 6%. The number of enterprises and employees increased continuously. The building industry recovered only slowly. Trade suffered a minor backlash. All in all the 2013 economy data shows a slight relaxation of the situation in Tyrol.



Remarks/ relevant comments on maps and data:

Labour market:

In general remarkably more women are working part time than men (2006: 25% : 75%). The gender pay gap in 2006 (estimated following the European Union agreement with EUROSTAT on accounting it) added up to 23,4%, therefore 2% below the Austrian average. The corrected percentage (regarding position of the employees and duration of staff membership in a company) is 19%.

Health care:

The Tyrolean government decided to establish a „Landesinstitut für integrierte Gesundheitsversorgung“ (federal institute for integrated health care) to guarantee general medicine provision: to provide enough and educate country doctors. 61% of the Tyrolean municipalities dispose of at least one general practitioner. The supply situation decreases slightly. Only 35% of the Tyrolean municipalities disposed of a dentist in 2014 and three out of ten dentist practice in Innsbruck. Only 30 municipalities dispose of a gynaecologist, 109 all in all, 38 of them practice in Innsbruck. In 124 municipalities pharmacies or medical doctors supply medication.

89 facilities in Tyrol provide elderly care.

Other provisions:

Tyrol possesses a dense net of gasoline stations. 152 facilities provide mailing services. In the context of the reformation of the Austrian police in 2014 10 police stations had been closed but in each of the 36 planning unities (with one exception) is at least one facility available. 24% of the Tyrolean municipalities are not supplied with banks anymore but mostly there are at least service points. The 259 municipalities dispose of 405 halls to carry out events. Almost all have at least one tavern. 47 playgroups, 209 day nurseries, 461 Kindergartens and 80 after-school care clubs are available for child day care. 108 Hauptschulen respectively Neue Mittelschulen (secondary schools for children aged 10 to 14), 29 schools for handicapped children, 25 Allgemeinbildende Höhere Schulen (secondary schools for children aged 10 to 18, Matura graduation) and 11 Handelsakademien and schools (economy schools for youth aged 14 to 17 respectively 19), 3 Universities (one of them private) and 3 Universities of applied sciences.

404 bakeries and 168 butcher shops contribute to the food provision.

2.4. Educational and training levels: Data

EDUCATIONAL LEVEL (more recent data available)						
Municipality/ other territorial figure grouping villages	Population with university education	% women (university education)	Population (vocational training)	% women (vocational training)	Population without training or studies	% women (without training or studies)
Tyrol (2008)	24.900 (Männer)	16.700	124.400 (Männer)	76.000	2.600 (Männer)	3.800
Innsbruck (2011)	University and University of advances science, colleges etc. 20,4% all		all Voc. Tr. and university entrance degree 54,7% all			
Innsbruck-Land (2011)	12,0% all		74,4% all			
Imst (2011)	7,8% all		60,6% all			
Kitzbühel (2011)	7,5% all		64,3% all			
Kufstein (2011)	7,8% all		62,1% all			
Landeck (2011)	6,6% all		59,9% all			
Lienz (2011)	8,0% all		63,6% all			
Reutte (2011)	7,2% all		61,0% all			
Schwaz (2011)	6,5% all		61,1% all			
Statistical source	<p>Frauen in Tirol 2008, Zahlen, Daten, Fakten Medieninhaber und Herausgeber Amt der Tiroler Landesregierung, Abt. Juff – Frauenreferat und Landesstatistik, Innsbruck Redaktion Elisabeth Stögerer- Schwarz, Manfred Kaiser Mitarbeit Antonia Erhart, Petra Kofler, Christine Schwabberger Gestaltung Circus. Büro für Kommunikation und Gestaltung, Innsbruck Druck Druckerei Pircher, Ötztal-Bahnhof Auflage 2000 Stück Innsbruck, August 2008</p> <p>https://www.tirol.gv.at/fileadmin/themen/statistik- budget/statistik/downloads/FraueninTirol_folder_2008.pdf</p> <p>Census 2011 Tirol Ergebnisse zur Bevölkerung aus der Registerzählung, Herausgeber und Hersteller STATISTIK AUSTRIA Bundesanstalt Statistik Österreich 1110 Wien Guglgasse 13, file:///C:/Users/Gabriela/Downloads/census_2011_tirol_bevoelkerung.pdf</p>					

Remarks/ relevant comments on maps and data:

Persons without any training are not possible in Austria, it happens that some do not have the final degree of the compulsory education.

Vocational training is the most frequently chosen education in Tyrol. The Austrian System of the so-called “Duale Ausbildung” is famous and combines practical training in enterprises with theoretical education at specific schools (Berufsschule). The number of University graduates increases and especially the one of the female ones.

Traditionally the secondary compulsory schools (Hauptschulen) had a better reputation than some secondary schools (Gymnasium) in the city, but now the school system is changing and the results have to be evaluated in the future.

2.5. Labour Market Data

PRODUCTIVE SECTORS (more recent data available)					
Municipality/ other territorial figure grouping villages	% active workers in the agricultural sector	% active workers in the building sector	% active workers in industry sector	% active workers in services sector	% active work ers in other activiti es
Tyrol All categories	314.987 (all, all sectors)	148.98 8 (women all sectors)			
Tyrol	2015: 16.900 employees (6.700 of them female)		2015: 105.200 employees (23.000 of them female)	2015: 259.600 employees(148. 000 of them female)	
Innsbruck	1		13,0	86,0	
Innsbruck- Land	2		21,6	75,7	
Imst	3		24,4	72,7	
Kitzbühel	6		25,3	68,0	
Kufstein	4		30,6	63,5	
Landeck	3		24,2	71,3	
Lienz	7		31,8	61,0	
Reutte	3		31,3	61,8	
Schwaz	4		32,7	62,6	
Statistical source	https://www.tirol.gv.at/fileadmin/themen/statistik-budget/statistik/downloads/stat-fold15.pdf file:///C:/Users/Gabriela/Downloads/census_2011_tirol_bevoelkerung.pdf (2011)				



Remarks / Relevant Comments on Date

For Tyrol the problem of mobility is high, two third of the persons with a university entrance degree are not working in the community, where they are living: about 50% of the persons who graduated from compulsory school, 62 % of the graduates from vocational school, 56% with a university degree (2011)
file:///C:/Users/Gabriela/Downloads/census_2011_tirol_bevoelkerung.pdf

Another problem, which is especially hindering the employment of women is child care, which is not available during the whole day and not in all regions in Tyrol. Therefore 45,5% of the women are working part time.

See: <http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

The sectors of the labour market are different in Tyrol, for example the sector tourism is a very important one, which is not mentioned here, but reflected in the high number of employees in the services sector.

SELF- EMPLOYMENT (more recent data available)

Municipality/ other territorial figure grouping villages	workers (self- employment) 2015	workers (self- employment) - Women	% self-employment / active workers
Tyrol	44.300	13.600	
Innsbruck			9,5
Innsbruck-Land			10,9
Imst			11,5
Kitzbühel			18,3
Kufstein			12,0
Landeck			13,1
Lienz			14,4
Reutte			12,0
Schwaz			12,9
Statistical source	https://www.tirol.gv.at/fileadmin/themen/statistik-budget/statistik/downloads/stat-fold15.pdf		



Remarks / Relevant Comments on Date

See:

Birth rate of enterprises in the business economy:

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

Enterprise death rate in the business economy

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

Employment in the industrial sector:

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

employment in construction:

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

Employment in the non-financial services economy

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>

Nights spent in tourist accommodation establishments, per 1000 inhabitants

Unemployment rate, persons aged 15–74

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?config=RYP-2015.json>

<http://ec.europa.eu/eurostat/statistical-atlas/gis/viewer/?year=2015&chapter=02>



UNEMPLOYMENT RATE IN DIFFERENT SECTORS OF ACTIVITY (more recent data available)					
Municipality/ other territorial figure grouping villages	% unemployed workers in the agricultural sector	% unemployed workers in the building sector	% unemployed workers in industry sector	% unemployed workers in services sector	% unemployed workers in other activities
Tyrol	23.242 (all)	10.776 (Frauen)			
Innsbruck und Innsbruck Land	7,3% all 12/2015				
Imst	6,6% all 12/2015				
Kitzbühel	5,8% all 12/2015				
Kufstein	6,9% all 12/2015				
Landeck	5,3% all 12/2015				
Lienz	10,6% all 12/2015				
Reutte	3,7% all 12/2015				
Schwaz	5,2% all 12/2015				
10					
Statistical source	https://www.tirol.gv.at/fileadmin/themen/statistik-budget/statistik/downloads/stat-fold15.pdf				



Remarks / Relevant Comments on Data

The statistics for Tyrol uses different branches mirroring the economy in the country.

A Production:

- Mining
- Production of goods
- Energy
- Watersupply, waste disposal
- Building

B Services Sector:

- Trade, car repair
- Traffic, accomodation services
- Information and communication
- Financial and insurance services
- Real estate sale and renting
- Scientific, technical and free-lance services
- Other economic services
- Health and Social services



UNEMPLOYMENT RATE BY GENDER AND AGE (more recent data available)					
Municipality/ other territorial figure grouping villages	% unemployed workers (women >25)	% unemployed workers (women 25- 50)	% unemployed workers (women < 50)	% unemployed workers (total women)	% unemployed workers (total men)
Tyrol 12/2015	6,2% all	6,4% all	7,0% all	4,6%	8,2%
Innsbruck und Innsbruck-Land	7,7% all	7,2% all	7,5% all	5,6%	8,9%
Imst	6,6% all	6,5% all	6,9% all	3,1%	9,6%
Kitzbühel	5,3% all	5,6% all	6,7% all	3,3%	8,2%
Kufstein	7,1% all	6,8% all	7,0% all	5,1%	8,4%
Landeck	4,4% all	5,1% all	6,7% all	2,3%	7,8%
Lienz	9,1% all	10,6% all	11,6% all	8,8%	12,2%
Reutte	4,2% all	3,4% all	4,1% all	2,9%	4,4%
Schwaz	4,6% all	5,2% all	5,8% all	4,0%	6,3%
10					
Statistical source					

Remarks / Relevant Comments on Data

The unemployment rate of men is in all age groups higher than the unemployment rate of women. The rates do not consider housewives and women who are not registered at the labour market service. The labour participation of women in Tyrol was 69, 5 % in 2012.

3. LOCAL WORK GROUP

3.1. Stakeholders and regional actors

One local work group with representatives of main target stakeholders and regional actors will be organized in each partner territory. There is flexibility for all partners to choose the most appropriate profiles for the meeting.

Below there are some recommendations:

TARGET GROUPS		
1.	Technician in charge of the project in each territory (partner entity)	Christian Chapman
2.	Representative of rural women associations	Gerlinde Matt, Landesbäuerin
3.	Women with business established in the territory	Best practice
4.	Representatives of local development groups	Standortagentur
5.	Representatives of public entities working in rural policies and employment	Landeslandwirtschaftskammer
6.	Representatives of technicians working in employment issues (chamber of commerce, business associations...)	Gründerinnenservice der WK Tiroler Wirtschaftsverband, (Tyrolean economy association) womens organization (Gabi Rothbacher) Women Business Counseling (FiB) (Marie-Luise Pokorny-Reitter)
7.	Union's representatives	Frauenbeauftragte der Gewerkschaft Frau in der Wirtschaft
8.	Learning and training organizations' representatives placed in the territory	Austrian Society for agricultural economy (Theresia Oedl-Wieser) Interdisciplinary Mountain Research – Austrian Academy of Sciences (Mathilde Schmitt) Akifair Ibis acam Wifi Bfi (Institute for professional promotion) (Simone Riedl)

3.2. *Common process and script*

A local work (focus) group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs and attitudes towards a specific topic and whose conclusions are supposed to represent the opinion of a representative part of the society.

The following script can be used in the focus group celebrated as example:

PARTICIPANTS:	Limited number of participants (no more than 10) + a moderator + an observer
TIMETABLE:	1 hour and a half (max.)
OBJECTIVES:	<ul style="list-style-type: none"> • To gather information concerning perceptions, attitudes, feelings, beliefs, experiences end expectations of rural women population concerning employment in rural areas (new yields of employment and emerging sectors). • To detect training and educational needs of rural women with interest and potential to set up a new business. • To identify specific sectors with potential for being developed by rural women through models of self-employment and social economy.
PHASES	<ol style="list-style-type: none"> 1. Selection of participants: profiles' suggestion provided. 2. Contact with participants via telephone and via email as well; both phone call and email will be managed by WE RUN partner at each territory; emphasis will be put in both cases in brief explanation of the project and need and importance of the addressee participation; 3. Logistic organization of focus groups: room, moderator, observer, recording... 4. Celebration of the debate.

INTRO AND QUESTIONS TO BE DISCUSSED	0. INTRO: Introduction of participants, their names and roles. Summary of WE RUN project and objectives.
	1. How would you describe, in few words, the overall situation of employment in our rural territory?
	2. What is your perception about the role of women in the economic activity of the territory?
	3. What alternative solutions do you envisage for support the entrance of more women in the economic activity of our rural area?
	4. Specific necessities of rural women in both educational and training fields.



3.3. Common template to systematize meeting's conclusions

PARTNER:	Institute FBI
-----------------	---------------

DATE:	Single interviews and exchanges instead of a common focus group because of time difficulties and the fact that the most renowned expert (Theresia Oedl-Wieser) is situated in Vienna.
--------------	---

PLACE:	Bureaus of the interviewees
---------------	-----------------------------

PARTICIPANTS	Name + Surname	Profile / Description
	Gabi Rothbacher	<p>Tyrolean economy association, womens organization (Frauenorganisation des Tiroler Wirtschaftsverbandes)</p> <p>Gabi Rothbacher is Vice-Major of the community "Polling" and her mission is to motivate the women to participate more in the community work: "Policy has not to be made for women but with women on all levels. We did reach a lot, but we have to face also new challenges. A lot of women are forced to enter new self employment, precarious or part time jobs. Therefor we do need a fair labour market policy." Equality in all areas of life and real combatibility of professional and family duties for women and men are important points." The goal must be co-operation based on partnership and not conflict," she mentiones.</p> <p>Gabi Rothbacher ist Vizebürgermeisterin der Gemeinde Polling und will mit ihrem Team Frauen verstärkt zur Mitarbeit in den Gemeinden motivieren: „Politik muss nicht nur für Frauen, sondern mit Frauen gemacht werden und das auf allen Ebenen. Wir haben viel erreicht, müssen uns aber auch neuen Herausforderungen stellen. Viele Frauen werden in neue Selbständigkeit, prekäre oder Teilzeitjobs gedrängt. Deshalb brauchen wir eine gerechte Arbeitsmarktpolitik.“ Gleichstellung in allen Lebensbereichen sowie die echte Vereinbarkeit von Beruf und Familie für Frauen und Männer sind ebenfalls wesentliche Punkte. „Ziel muss ein partnerschaftliches Miteinander und kein Gegeneinander sein“, so Rothbacher.</p>
	Simone Riedl	<p>Institute for professional promotion (Berufsförderungsinstitut) Simone Riedl – Managing Director</p> <p>Being the biggest provider of education in Tyrol we offer continuously since 1966 high quality training and further education. Our educational services are widespread and achievable. Three columns of business are important for us: first courses and trainings, second measures for qualification for the labour market, financed by public institutions, third tailor made instructions for enterprises.</p>



Our mission is to provide and develop education relevant for the labour market, target group oriented and related to practice. All products are based on a well-grounded pedagogical concept. Current evaluation guarantees the high quality of our courses. We support our customers by professional and personal guidance for their educational needs. Internal quality management ensures the high standard and continuous improvement.

Als der **größte Bildungsanbieter in Tirol** bieten wir seit 1966 kontinuierlich qualitative Aus- und Weiterbildung an. Wir sind ein wirtschaftlich handelndes Unternehmen mit einem breiten und leistbaren Bildungsangebot. Drei Säulen tragen die Geschäftsfelder des BFI Tirol. **Kurse und Lehrgänge** aus dem aktuellen Kursprogramm bilden die erste Säule. Die zweite Säule stellen Qualifizierungsmaßnahmen für **öffentliche Auftraggeber** dar. Die dritte Säule umfasst **maßgeschneiderte Firmenschulungen**. Unsere Aufgabe ist es, **arbeitsmarktrelevante, zielgruppenorientierte und praxisbezogene Bildungsprodukte** anzubieten und ständig weiterzuentwickeln. Jedem Bildungsangebot liegt ein fundiertes pädagogisches Konzept zugrunde. Eine laufende Evaluation gewährleistet die kontinuierliche Überprüfung der Qualität. Mit **professioneller und persönlicher Beratung** unterstützen wir unsere Kunden und Auftraggeber in ihren Bildungsfragen. Unser internes Qualitätsmanagement sichert hohe Standards und eine ständige Optimierung.

Theresia Oedl-Wieser

Austrian Society for agricultural economy (Österreichische Gesellschaft für Agrarökonomie)
The Austrian Society of Agricultural Economics (ÖGA, Österreichische Gesellschaft für Agrarökonomie) is an institution for the scientific discourse of social, political and economic agendas of the agricultural sector. The ÖGA seeks to improve communication among researchers, to facilitate the exchange of experience, opinions and ideas as well as networking among peers.

Die Österreichische Gesellschaft für Agrarökonomie versteht sich als institutionalisiertes **Forum für die sozial-, politik- und wirtschaftswissenschaftliche Auseinandersetzung mit Fragen des Agrarsektors**. Sie möchte die Kommunikation der Wissenschaftlerinnen und WissenschaftlerInnen untereinander verbessern, den Erfahrungs-, Meinungs- und Gedankenaustausch pflegen sowie Impulse zur Intensivierung der Kontakte innerhalb der FachkollegInnenschaft setzen.

DIⁱⁿ Mag.^a Dr.ⁱⁿ Theresia Oedl-Wieser
is the best known researcher in the field of rural women in Austria. She studied Agriculture with focus on agricultural economics at the University of Natural Resources and Applied Life Sciences in Vienna, and sociology and journalism at the university of Vienna, she is scientific staff member and managing director of the Austrian Society for Agricultural economics since May 2011. Her work focuses rural development, regional policy, rural social research, rural research on women and gender.



	<p>DIⁱⁿ Mag.^a Dr.ⁱⁿ Theresia Oedl-Wieser Studium der Landwirtschaft, Spezialisierung Agrarökonomik, an der Universität für Bodenkultur in Wien. Studium der Soziologie und Publizistik an der Universität Wien. Wissenschaftliche Mitarbeiterin, Gleichstellungsbeauftragte, Geschäftsführerin der Österreichischen Gesellschaft für Agrarökonomie seit Mai 2011 Arbeitsschwerpunkte: Ländliche Entwicklung, Regionalpolitik, Ländliche Sozialforschung, RURale Frauen- und Geschlechterforschung</p>
<p>Marie – Luise Pokorny Reitter</p>	<p>Business Centre for Women (Frauen Berufszentrum) Marie –Luise Pokorny Reitter – Managing Director</p> <p>Offers Counseling of women in all requests of professional work, job orientation, re-entra after a maternity leave, primary and further education, ensuring one`s livelihood, combatibility of professional and family duties, child care etc. The organisation is supported by the labour market service and initial meetings are paid by them.</p> <p>Wir beraten Frauen zu Fragen rund um die Erwerbsarbeit: berufliche (Neu)Orientierung, (Wieder)Einstieg, Aus- und Weiterbildung, Existenzsicherung, Vereinbarkeit von beruflichen Verpflichtungen und Sorgearbeit, Kinderbetreuung u.v.m. Interessierte Frauen können in Absprache mit dem AMS ein Erstgespräch vereinbaren.</p>
<p>Mathilde Schmitt</p>	<p>Interdisciplinary Mountain Research – Austrian Academy of Sciences (Interdisziplinäre Gebirgsforschung – Österreichische Akademie der Wissenschaften)</p> <p>Around 12% of humanity lives in mountain areas, but more than half of the world population benefits from mountains and their resources (water, energy, minerals, etc.). Mountains are highly sensitive spaces in ecologic and economic terms. Investigating the impact of climate change and globalization is therefore of great relevance for the future living conditions of mankind.</p> <p>With the IGF Austria has created a research institution which has put the Alpine country in a leading position in the field of Mountain Science</p> <p>Ca. 12% der Menschheit lebt in Gebirgsräumen. Von den Gebirgen und ihren Ressourcen (Wasser, Energie, Mineralien etc.) profitiert dagegen mehr als die Hälfte der Weltbevölkerung. Gebirge sind jedoch ökologisch und ökonomisch höchst sensible Räume. Daher kommt der Untersuchung der Einflüsse von Klimawandel und Globalisierung eine hohe Relevanz für die Zukunftsfähigkeit der Menschheit zu.</p> <p>Mit dem IGF hat Österreich eine Forschungseinrichtung geschaffen, die dem Alpenland zu einer führenden Stellung im Bereich der Gebirgsforschung verholfen hat.</p> <p>DI Dr. Mathilde Schmitt – member of the staff Focus of her work: Rural sociology, rural gender research, empirical social research, inter- and transdisciplinarity.</p>



DI Dr. Mathilde Schmitt – Mitarbeiterin

Arbeitsschwerpunkte:

Land- und Agrarsoziologie, RURale Geschlechterforschung, Empirische Sozialforschung, Inter- und Transdisziplinarität.

Publikationen/publications:

- Mathilde Schmitt, Gertraud Seiser, Theresia Oedl-Wieser (2015) Das Ländliche und die Land_Frauen: Sozialwissenschaftliche De_Re_Konstruktionen. In: *SWS-Rundschau*, 55/3, 2015, 335-354.

http://www.sws-rundschau.at/html/archiv_heft.php?id=83

- Mathilde Schmitt, Neue Ansätze für Tourismus und Regionalentwicklung in Tirol. Podiumsdiskussion. In: Arbeitskreis Emanzipation und Partnerschaft (Hg.) vorSORGE – dein Name ist ‚Frau‘?! *aep informationen. Feministische Zeitschrift für Politik und Gesellschaft*, Heft 4, 2014, S. 36-39.

- Andrea Fink, Mathilde Schmitt, Elisabeth Stögerer-Schwarz (Hg.) (2014) *Bunter und vielfältiger. Neue Perspektiven für Frauen und Männer am Land*. Dokumentation zur Enquete. Innsbruck.

[https://www.tirol.gv.at/fileadmin/themen/gesellschaft-](https://www.tirol.gv.at/fileadmin/themen/gesellschaft-soziales/frauen/downloads/bunter_und_vielfaeltiger/Doku-Frauen-auf-dem-Land-2014.pdf)

[soziales/frauen/downloads/bunter_und_vielfaeltiger/Doku-Frauen-auf-dem-Land-2014.pdf](https://www.tirol.gv.at/fileadmin/themen/gesellschaft-soziales/frauen/downloads/bunter_und_vielfaeltiger/Doku-Frauen-auf-dem-Land-2014.pdf)

- Manuela Larcher, Theresia Oedl-Wieser, Mathilde Schmitt, Gertraud Seiser (Hg.) (2014) *Frauen am Land. Potentiale und Perspektiven*.

Innsbruck/Wien/Bozen: Studienverlag, 2014.

<http://www.studienverlag.at/page.cfm?vpath=buecher/buchdetail&titnr=5315>

- Parto Teherani-Krönner, Mathilde Schmitt, Uta Hoffmann-Altman (Hg.) (2000) *Wissen, Bildung und Beratung für Frauen im ländlichen Raum*. Humboldt Universität zu Berlin.

- Melanie Steinbacher, Mathilde Schmitt (2013) Bäuerinnen als Pädagoginnen. Chancen und Herausforderungen von Schule am Bauernhof. In: Elisabeth Bäschlin/ Sandra Contzen/ Rita Helfensberger (Hrsg.) *Frauen in der Landwirtschaft. Debatten aus Wissenschaft und Praxis*. *genderwissen* 14, Bern/ Wettingen: eFeF-Verlag, 2013, S. 123-139.

DESCRIPTION OF THE OVERALL FEMALE EMPLOYMENT SITUATION IN THE TERRITORY AS PERCEIVED BY PARTICIPANTS

R: After the maternity leave women start often their own enterprise, sometimes after 10 to 15 years at home. They do not have chances at the labour market any more. Employed women are mostly working in the region, in the community where R. is living a lot of women work in a call centre, in part time in a big food retailer. There is also a locksmith's shop offering a few part time jobs for women in montage.

Self employment is common in the field of outsourced accounting, interpreter or sales representative for products like cosmetics, coffee machines, lingerie, nutrition, diet, food settlement or classically tupper ware (also with franchise contracts) or cleaning. Around 3 quarters of them work in the black labour market. If not, they face high financial input for trade licence and purchasement of the collection). Frequent professions for female self employment are tailor, candlemaker, redesigned or second hand children's dresses

Other jobs can be found in tourism, but they are very stressful.

The young women now stay about 2 years on maternity leave, the chance to go back in the former



employment is higher than for the older women, who stayed more years on maternity leave. 50% of the self employed women went this way because they had no other option, mainly the less qualified ones. The qualified ones more often try to find a new job after maternity leave or unemployment.

Ri: in the rural areas during the last centuries family management was the centre of female working, in farmers families the women did also gender specific work (small animals, gardening, dress making beside the household) For their work they got less appreciation, it was understood as a matter of course. In other countries the behavior of women and their requirements change, but Tyrol is not causelessly called "Holy Land", the people here are very traditional. Women in higher positions have to show their competences more than men and if they are able to assert themselves, they are called bitchy.

Ö: The level of diversity of rural women is high, they differ in education, professional qualification, professional occupation, family situation, age, ethnic background, sexual orientation etc.

Diversity arises also out of differing habitations, economic power of the region, close by urban agglomerations or very peripheral regions with the result of very diverse professional chances.

P.: Their clients are mostly (65%, 50% of them have migrant background, 85 % family duties) with a very low education (only compulsory school) and looking for a job or more qualification. Qualification is supported by the labour market service. The counselors very seldom propose to start a business. The labour market service offers counselling hours for business founders, but they have to come with an elaborated idea and concept and this would be too complicated for most of the women who are their clients. One example the contact person names was mobile nail design.

The clients are coming out of the branches trade, hotel and restaurant industry and cleaning.

SCH.: The situation in the rural area around Innsbruck is relatively convenient, but compared to the Austrian wages, the occupations are low paid. It is expected, that the employees accept more and more long distances to reach their place of work. The diversity of rural women increased in the last decades and other categories than rural and urban area are going to be more relevant.

CURRENT PROBLEMS AND ENVISAGED SOLUTIONS

R: They do not have knowledge in financial affairs, doing their own accounting or credits – very often the husband is the warrantor. On the other hand the experience shows that women are very reliable in paying back the money. What they should learn is how to appear, which dressing style to use, time management. They are used to plan all their family duties and to do their professional work in the evening and therefore face multiple work-load, stress, no free space for themselves.

Another field of missing know how is Insurance and Marketing.

All the work done by women in the region shows the high importance of them, but they do not have chances for advancement. The self-employed are mainly one person enterprises and do not have the time to participate in meetings of the chamber of commerce. Small enterprises have worse conditions in purchasing their materials.

A big problem for rural women is mobility, often there is no railway station in the community and in all valleys there is no railway with the exception of Zillertal (historical railway). The public bus schedule offers transportation every hour.

The second problem is childcare. In the community of R. they enforced politically childcare from 7 a.m. to 2 p.m. (before it was from 7:30 to 12 a.m.) Children from primary school can eat in the kindergarden, since one year they also have a day nursery for children older than 1 year. They plan to enhance the opening hours until 4 p.m. Since two years they organize in co-operation with surrounding communities care during the holydays in summer and in Easter time.

The access to micro credits is rare in the Austrian banking system.

In the rural area there is a lack of education, in town available, but expensive, if not the courses are



too short.

Ri: childcare is a problem, also if it is available it is a lot of organizational work. The comeback after the maternity leave is problematic. The mentality of women is different from men, they do not use their elbows to the same extent and are used to be aware of the needs of others. Younger women show more assertiveness, but the very young seem to be traditional again. In the age group between 20 and 30 individuality, individual fulfillment, mindfulness, own interest and work-life-balance are evident. Access to education for rural women is not easy, they often have to shuttle, especially for higher education and the higher educated ones mainly stay in the capital city after graduation. The well-educated women are excellent and specialized, the others are not or very low qualified, the mean is missing. The result is that the best are leaving the rural area and studying in higher secondary education or at the university and others stay and finish maximum the vocational school.

Ö: Very often the boundary conditions are problematic: the infrastructure, care facilities for young children, for children after the hours at school, elderly and in need of care are missing, job offers especially for high qualified women are not available, the responsibility for household and family leads to time constraints for women, the comparability of job and family remains the problem of women and less of men. The gender roles are fixed and there is small understanding of alternative models of living – women themselves are fixed in their roles. Their participation in public life is lower than of men and therefore they are less visible. They do not have enough time to participate in civil society. Another problem is the mobility, the budget of the household does not allow a second car. The decision for a profession follows traditional patterns.

P.: Jobs in technical fields for women is a great concern of all experts working with unemployed women and also girls at school get information in these fields during open days with not too much success. Most of the voluntary education for girls takes place in professions like trade, hairdresser or clerical work. The girls and also unemployed women show interest during these information days, but the implementation is difficult concerning the conditions in the technical fields: the basic education is fulltime, it is not possible for women with parental duties to join shortened courses and evening courses offered by the labour market service. There is also a special project FIT (women in technical professions) with the same goal, to bring women in jobs in metal work, chemical and pharmaceutical professions. They offer a basic course to prepare them for mathematical, chemical and physical topics, followed by more qualification in the field they choose after the basic course, accompanied by practical work in enterprises. But the access is not easy, because the labour market service requests for high motivation and clear private agreements, that the women are really finishing the course. To work in a masculine domain is problematic, less because of traditional gender roles, but because of a rough atmosphere, sexist joking etc. in the team. Experiences show, that women with qualification in masculine domains do not remain there for longer periods. For a sensitive behaviour there is a need for awareness-raising in the enterprises. A lot of women work in part-time and the technical professions very seldom offer this opportunity. The handover between two persons working in one job may cost time, but evaluations show that part time workers are more productive than full time workers.

A big problem for female job seekers and also self employed ones is if they wear a head scarf or are not used to make handshakes with men. In our culture this is not usual and producing distance, misunderstanding or raising prejudice.

SCH.: The most relevant problem is time constraint. The more distances women have to shuttle, the more problems arise to realise some (all are an illusion) of their personal interests. The tendency to withdraw the infrastructure in rural areas and the emigration of relatives and other close persons amplifies the problem of support in the neighbourhood and care for children and elderly persons.

ALTERNATIVE SOLUTIONS TO SUPPORT THE ENTRANCE OF WOMEN IN THE ECONOMIC ACTIVITY OF THE TERRITORY

R.: The chamber of commerce offers counseling in their founder's service and special conditions for the first 3 years of the new enterprise, a financing plan for 3 years and a check of branches, to



understand the prospects. If there are no prospects they do not grant financial support. Most of the crashes happen after 1 year, latest after 3 years and often follows the private insolvency after 5 years. They offer additionally information on taxes and financial law. Concrete courses are very expensive. The rules of Basel I and II declined the situation, because they demand safe-guarding.

Ri: the educational organization of the chamber of commerce offers basic professional and further education. Higher education is mainly available in the regional capital cities, also at some universities of applied sciences. They are very specialized, what means, if a person does not fit to the focus of the university of applied science, she has to move to another place or shuttle. On the other hand the compulsory secondary education for youngsters between 10 and 14 in rural areas is mostly on a higher level than in town. An option is also vocational training combined with the acquirement of an university entrance degree, but this is ambitious and stressful to obtain.

P.: Experiences show, that women with qualification in masculine domains do not remain there for longer periods. For a sensitive behaviour there is a need for awareness-raising in the enterprises. A lot of women work in part-time and the technical professions very seldom offer this opportunity. The handover between two persons working in one job may cost time, but evaluations show that part time workers are more productive than full time workers.

SCH.: The department for women in the regional government provides overview on information and support. Child care is enhanced in Tyrol in the last decades and on a good way, but the traditional thinking hinders a lot of changes. Awareness raising is necessary in enterprises and conservative families that they can understand, that education, care and maintenance is the responsibility of all sexes and all generations, what means, that all have to contribute to the planning and implementation to an equal extent. A starting point for this awareness campaign could be enterprises and schools, but also rural governments and private associations.

SPECIFIC NECESSITIES OF RURAL WOMEN: educational and training fields

R.: E-learning could be an option for rural areas, the hardware is available mostly, but for the elder generation you need very simple systems and surfaces. The motivation is higher in face to face courses and women prefer learning in groups, maybe blended learning as a possible solution.

Ri: important would be to improve self-confidence, getting out of traditional roles, withstanding of attributions. A nice tool is the analysis of strengths and weaknesses, the aptitude and the development of scenarios and ideas out of these findings.

The Cambridge Centre for Entrepreneurial Learning offers courses for the so called MINT-subjects (mathematics, informatics, natural sciences and technology) only for women, additional personal development and training for self-confidence. Women have to learn to care about their own wishes, skills and talents.

The Forum Alpbach conducted a Summer School for Entrepreneurship for persons with a starting idea for a new enterprise, duration 5 days with key notes and workshops to develop the idea in groups of 4 to 5 persons, including a mentor. Networking during such courses is also an important effect.

E-learning is a good idea for the generation of digital natives, for older ones the access has to be very simple, with comprehensive support of high quality or a tutor, who explains all. Blended learning seems to be more fruitful. Intergenerational learning can be helpful, but not every youngster is able to explain or understand the background systematic. Persons, who studied a lot, know how to learn and are able to learn on their own, others need more advice. Videos may not be appropriate to explain complex correlations. To have a concrete contact person is very helpful.

Ö: The development of the situation of rural women is highly linked to the familial and social environment. Personal development has to be negotiated, accepted and supported by the family members and the social environment.

The orientation at role models, who developed and conducted a new living concept, can be essential



for women. Professional occupation does not mean professional career. For women after the maternity leave professional engagement is an important first step. If a career may arise from this first step, depends on individual situation, ambition, support etc.

Women have to enhance their self-confidence and agency. Networking may have positive effects and bring them further.

Educational software should be userfriendly, simple and achievable.

P.: For women the exchange in teams is important. It should not end with the course or coaching process. Special measures should not end in leaving a special mark on the women. Younger women in Tyrol are very sportive and around this activity ideas may be created for businesses, for example vitalcoach, expert for nutrition etc.

SCH.: The preconditions for education are good. What is missing is the sense of reality for their own maintenance inside the existing system. Women should be better informed about raising divorce rates, insecure jobs, poverty in old age etc. A lot of young women are not aware of the social expectations of their environment in terms of responsibility for children and elderly, they simply slip into this situation. Politically it would be helpful to share maternity leave basically between mothers and fathers. The information for women should also include social protection, financial precautions, property, heritage, ownership and judicial affairs to enhance the discussions on equality in all these fields. Exchange with more clear, sceptical and critical women would be helpful.

Networking and education using the internet is an option for most of the people, especially via handy. Older women may gain access through existing religious or private associations.

OTHER RELEVANT ISSUES STATED

Ri: Best practice: www.bauernkiste.at Theresia Fiegl

SCH.: Women mainly found and run small and very small enterprises. The description „Enterprise“ suggests other images and expectations. Maybe a different wording would underline the differences of small and bigger enterprises.

Best practice: Martha Falschlunger, Mutters offers to school at the farm, children's birthday parties etc.

4. SWOT Analysis: template

STRENGTHS	WEAKNESSES
Management qualities Flexibility Productivity as part time workers Reliability in paying back credits Less willing to take risks	Infrastructure Mobility Child care Higher education in rural areas Jobs for higher educated ones Self-confidence Single person enterprises
OPPORTUNITIES	THREATS
In the short run	Infrastructure Higher Education Equality
Qualification E-learning Networking	
In the medium term	
Technical branches	
In the long term	
Equality in all fields	